

Nestlé® redefines cold coffee experience with freeze-dried soluble technology

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Nestlé® is leveraging its coffee innovation expertise to meet the rising consumer demand for premium soluble cold coffee. The company's R&D experts have developed an innovative freeze-drying technique, enabling Nestlé® to offer consumers an exceptional cold coffee experience that combines the convenience of soluble coffee with the quality they expect from premium coffee.

Traditionally, freeze-drying is used to create premium soluble coffee, contributing to a smooth, rich, and balanced flavour profile. However, challenges arise when developing premium soluble cold coffee, as it does not easily dissolve in cold liquids. By optimising key parameters for the freeze-drying technology, Nestlé® can now produce premium soluble coffee that dissolves seamlessly in cold liquids. This technology was first used in the launch of Nescafé® Iced Blend in Japan, allowing consumers to enjoy a great-tasting, high-quality soluble cold coffee experience.

Damien Tissot, Head of R&D for Coffee at Nestlé®, states, "We are responding to the rising demand for cold coffee by continuously delivering innovative solutions for our major brands and across geographies. By offering both mainstream and premium options, we can enhance the cold coffee experience and give consumers more choices to suit their tastes and needs."

In addition, a collaboration between Starbucks and Nestlé® coffee experts led to the launch of the Starbucks Crema Collection Premium Instant Coffee, a first-of-a-kind product that delivers café-quality flavour and experiences in just seconds. This unique premium soluble coffee can be prepared with both hot and cold liquids, making it versatile for different uses.

Damien Tissot adds: "The term 'Crema' typically refers to the reddish-golden froth on the top of a freshly made espresso shot that's full of flavour, texture, and aromas. The latest instant coffee innovation captures this essence by delivering this rich layer of foam over the 100% Arabica coffee in just a few seconds, providing consumers with a café-quality coffee experience, whether they have it as a cold or hot beverage."